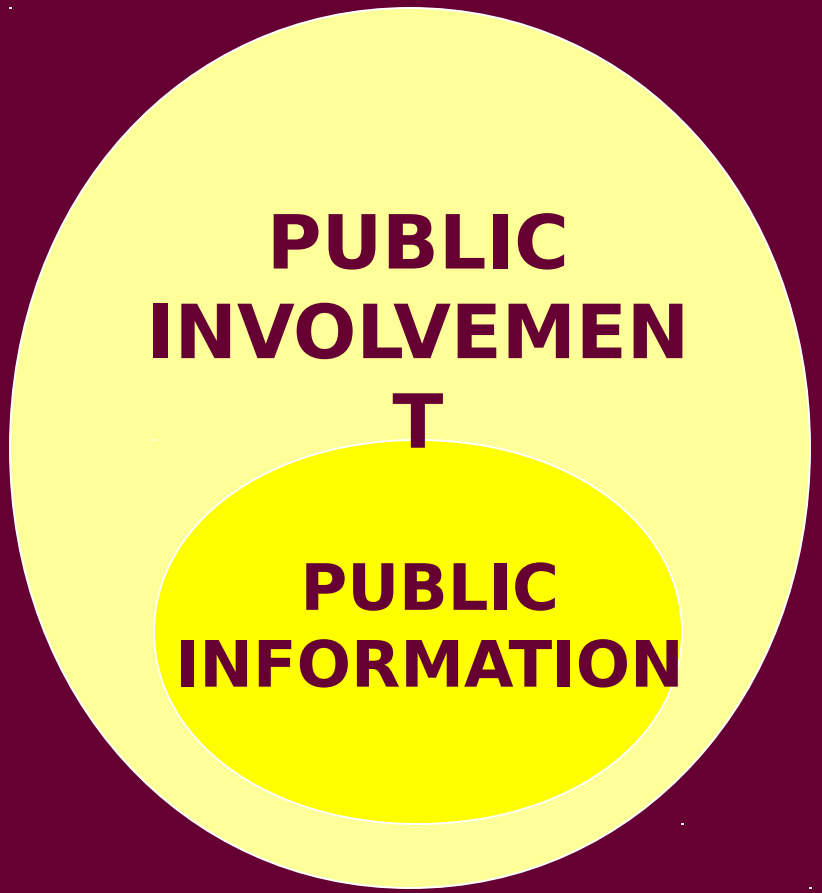
SELECTING PUBLIC INVOLVEMENT TECHNIQUES

IDENTIFYING APPROPRIATE TECHNIQUES

ORBIT	TECHNIQUE
Co-Decision Makers	Policy committee, partnering
Active Participants	Task force, workshops, interactive meetings
Technical Reviewers	Peer review panel, technical advisory group
Commenters	Workshops, interactive public meetings, public hearings
Reviewers	Newsletters, fact sheets
Informed Apathetics	News releases, media briefings, talk shows

PUBLIC INFORMATION PLANS

- **Good public information is a necessary precondition, just not enough in-and-of itself.**



USArmyCorps of Engineers

LEVEL OF PARTICIPATION

HIGH

Agreeing to the decision

Having an influence upon the decision

Being heard before the final decision is made

Being informed about the decision being made

LOW

PARTICIPATORY TECHNIQUE

Joint Decision Making

Assisted Negotiations

Collaboration/Mediation

Facilitation/Interactive Workshops

Task Forces/Advisory Groups

Public hearings

Conferences, symposia

Public information

INFORMATION - PROVIDING TECHNIQUES

- Newsletters
- Fact sheets
- Newspaper inserts
- Public service announcements
- Paid advertisements
- Briefings
- News releases
- Press kits

INFORMATION - PROVIDING TECHNIQUES - Continued

- Exhibits/Displays
- Web pages
- Information repositories
- Mailings – summaries of environmental reports
- Feature stories
- News conferences
- Speaker’s bureau

INFORMATION - GATHERING TECHNIQUES

- Focus groups
- Polls, surveys, questionnaires
- Plebiscite

INTERACTIVE TECHNIQUES

- Interviews
- Open houses
- Workshops
- Interactive public meetings
  - Large group/small group
  - Large group at-the-table
  - Samoan circle
  - Open space

INTERACTIVE TECHNIQUES

- Continued

- Public hearings
- Hotlines
- Retreats
- Internet
- Participatory television/cable television

SOME POINTERS

- Use interactive techniques in preference to formal meetings
- If you must use a formal meeting, consider:
  - Make sure it is the conclusion of the public participation process, not the whole process
  - Providing other mechanisms for participation alongside the meeting
  - Use interactive formats to make it less formal

MORE POINTERS

- If the conflicts are between parties, not just with the Corps, use techniques that encourage interaction between the parties
- Maintain visibility -- find ways to preserve visibility even during “internal” study periods